THE MEADOW EVENT PARK

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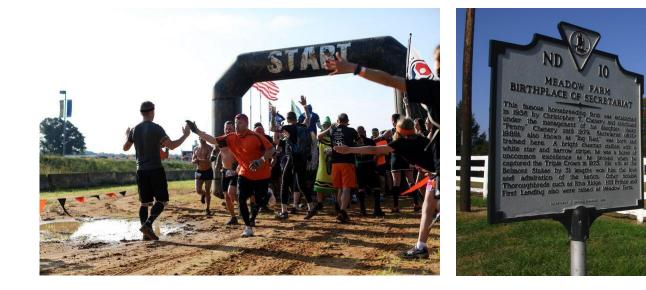
Situated just minutes from I-95, the Meadow Event Park offers a diverse setting for all types of events. The unique collection of facilities can accommodate a wide variety of events year-round.

The Meadow Event Park features:

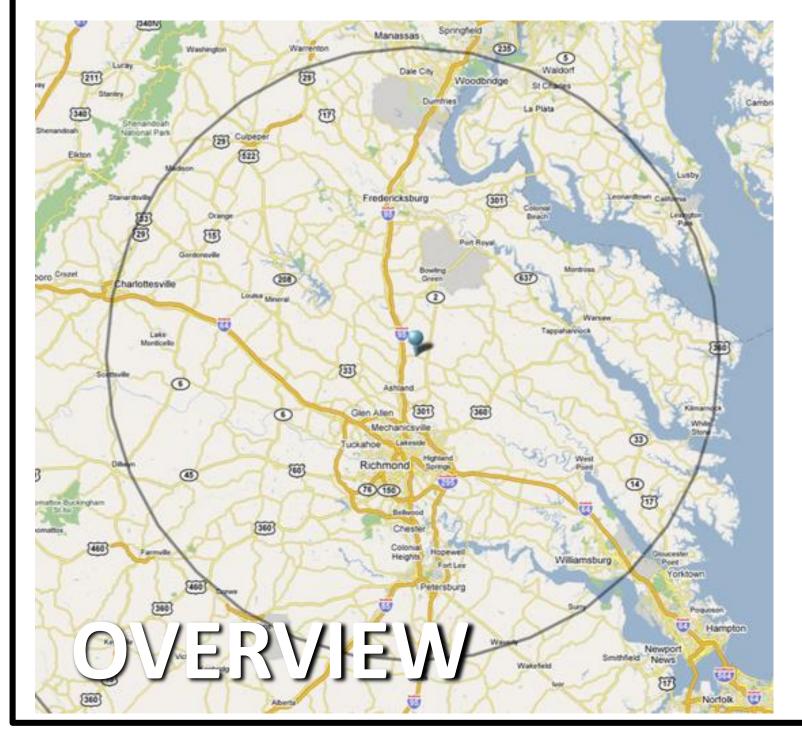
- 335 acres of property
- Meadow Pavilion, a 6,984 square-foot multipurpose facility
- Farm Bureau Center, a 63,354 square-foot Exhibition Hall
- First Bank & Trust Pavilion, a state of the art equestrian & livestock center
- Farm Credit Pavilion, a 42,000 square foot multipurpose facility (NEW in 2021)
- Dominion Conservation classroom
- RV campgrounds
- Meadow Hall, a mansion for corporate meetings or weddings
- Average attendance of roughly 600,000 guests each year.

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CORPORATE PARTNERSHIPS



RICHMOND-FREDERICKSBURG AREA

Richmond-Fredericksburg region was founded in 1737 by British Settlers. Located in Northern Virginia, the area is known for having numerous historical sites from the Civil War.

Key Demographics:

- Population 1,284,315
- DMA Name/ Ranking Richmond-Petersburg/ 55
- Number of Households 564,510
- 48% Male, 52% Female
- Median age 38.2 years old

Located along I-95 between Fredericksburg and Richmond, the Meadow Event Park is the home to major regional events such as the State Fair of Virginia, Illuminate Christmas Light Show, and the Virginia Farm Festival. It is also home to the birthplace of world famous, Triple-Crown winning racehorse, Secretariat.

THE MEADOW

EVENT PARK

Now in its second year, the Virginia Farm Festival returns for this two-day event filled with family friendly activities, farm animals, agriculture education, health & wellness education, and good old fashioned fun on the farm. Children 12 and under are free.



VIRGINIA FARM FESTIVAL May 6-7, 2022



/IRGINIA



STATE FAIR OF VIRGINIA September 23 – October 2, 2022

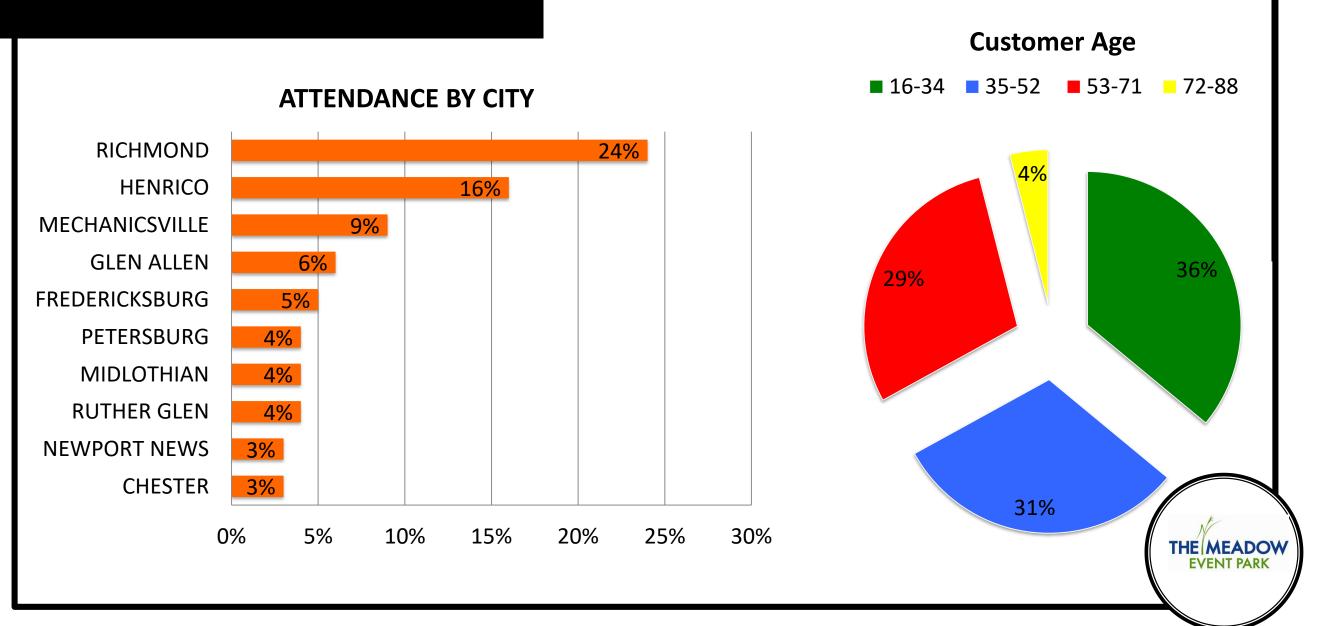
Taking place at the Meadow Event Park in Caroline County, the State Fair of Virginia attracts over 250,000 visitors each year. At the fair, attendees are able to play games, listen to music, hop on rides, taste a variety of fair foods, and many more different activities. Thus, we are positive that there is something to do for everyone. We pride ourselves on our ability to create unforgettable experiences as well as increasing awareness about agricultural and natural resources in Virginia.







TARGET AUDIENCE



SPONSORSHIP OPPORTUNITIES

At the Meadow Event Park, sponsors are able to reach a broad audience within our market and get to interact with the public in a meaningful way that will help develop their brand.

These sponsorships are a great way to build awareness of your brand throughout Virginia. We offer incredible opportunities to engage with prospective customers and are confident that we will be able to exceed all expectations..

All of the sponsorship packages are customized in order to align with your company's marketing strategy and goals. Some packages include benefits such as; category exclusivity, social media inclusion, event tickets and VIP packages, and many more.







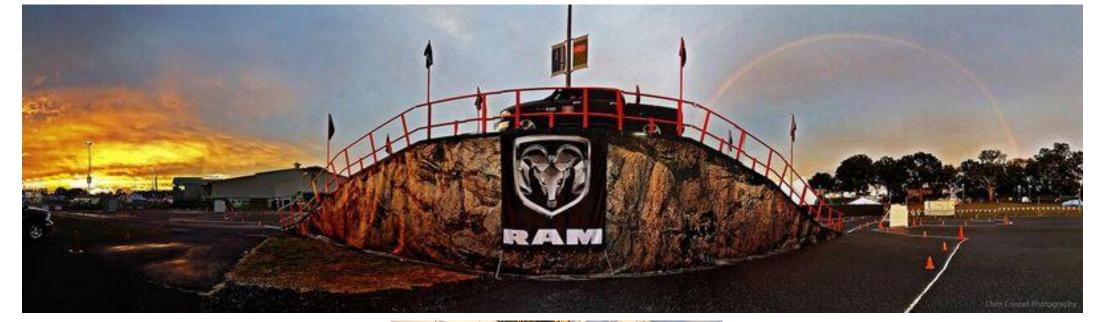


BRANDING OPPORTUNITIES

- SIGNAGE
- TITLE SPONSOR

- MUSIC STAGE
- NSOR
- PRESENTING SPONSORSHIPS
- CONCERTS

FARMERS MARKET









CORPORATE PARTNERSHIPS

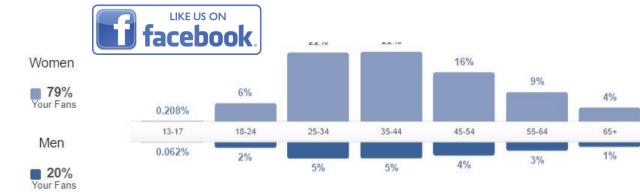
- SOCIAL MEDIA GIVEAWAYS
- S VIP EXPERIENCES
- MOBILE TOURS & SAMPLING
 SNAPCHAT FILTERS
- INTERACTIVE BOOTHS
- MEET AND GREET OPPORTUNITIES

CUSTOMER ENGAGEMENT





CALL TO ACTION



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	102,387	Richmond, VA	16,985	English (US)	100,020
Brazil	132	Fredericksburg, VA	4,431	Spanish	1,761
India	129	Virginia Beach, VA	3,551	English (UK)	1,687
Mexico	125	Mechanicsville, VA	3,349	Spanish (Spain)	287
United Kingdom	119	Newport News, VA	2,348	Portuguese (Brazil)	206
Canada	116	Chesapeake, VA	1,624	French (France)	145
Germany	96	Norfolk, VA	1,618	Arabic	106
Philippines	90	Chesterfield, VA	1,615	Italian	42
Pakistan	71	Hampton, VA	1,525	Thai	42
Italy	63	Midlothian, VA	1,385	English (Pirate)	40

PA ANNOUNCEMENT PROMOTIONAL GIVEAWAYS ATM RECEIPTS PRINT-AT-HOME TICKETS COUPONING State Fair of Virginia ... STATE FAL Published by Sarah Hallett [?] - October 4 at 12:49 PM - 🚱 Now until 10/6 ride in Ram Trucks 2019 Motortrend Truck of the year and the Most Capable Heavy Duty Truck in the industry on a brand-new test track. Receive a 🎉 FREE 🎉 Ram 🥔 and enter the 2019 \$70k FCA vehicle sweepstakes. #RamBuiltToServe www.ramtrucks.com http://bit.ly/321jybE VIRGINIA529.COM Virginia529 S RAMTRUCKS COM 125 Ram Trucks - Pickup Trucks, Work Trucks & Cargo Vans Check out the extensive Ram truck lineup. Explore our pickup trucks, carg... 4,806 57 Boost Post People Reached Engagements 10 1 Comment

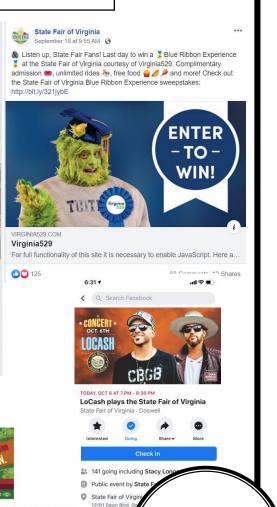


TICKET BACKS



SOCIAL MEDIA INTEGRATION

Did you know that the average driver will travel so far in their lifetimes that they could drive to the moon and back — three times! Here in Virginia, all of those miles came at a high cost. Last year, 819 people were killed in traffic crashes Tickets www.etix.c on our roadways, with one crash occurring every 4 minutes. In order to promote safer roadways, The State Fair of Virginia is partnering with DRIVE SMART Virginia to remind you to buckle up and put the phone down, not just as you head to the State Fair, but ALWAYS! Visit drivesmartva.org for more information Dataile



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THE MEADOW

EVENT PARK

HOSPITALITY

Located on the Meadow Event Park property, Meadow Hall is the perfect place to entertain guests. The Southern-style mansion was built in the 1800s and now showcases the Meadow Champions Galleries, the Triple Crown Room and the Museum of the Virginia Horse. Other Meadow Event Park hospitality opportunities include:

- 2 ballrooms
- Marble gas-fueled fireplace and bar
- 824 square-foot gallery
- Meadow Pavilion

- Breakout Rooms
- Fair hospitality
- Hospitality Tents
- Farm Bureau Center



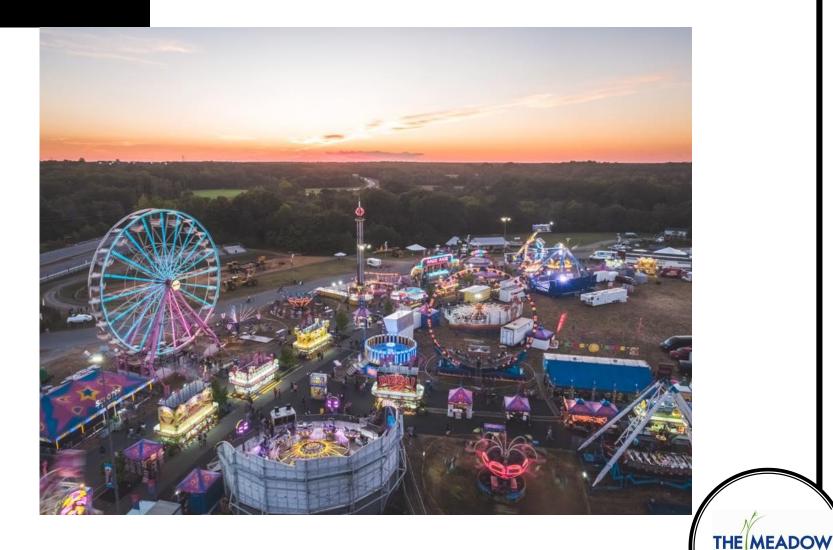


THANK YOU FOR YOUR INTEREST!

IF YOU ARE INTERESTED IN ANY OF THE SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT US!

CONTACT INFORMATION KENT WINTER DIRECTOR, CORPORATE PARTNERSHIPS OFFICE: 804.994.2830 MOBILE: 804.310.8198 EMAIL: kwinter@meadoweventpark.com





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